

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Brian Axe et al.	Art Unit	: 3622
Serial No.	: 10/656,917	Examiner	: Alvin L. Brown
Filed	: September 5, 2003	Conf. No.	: 8377
Title	: IDENTIFYING AND/OR BLOCKING ADS SUCH AS DOCUMENT-SPECIFIC COMPETITIVE ADS		

Mail Stop Amendment

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

INTERVIEW SUMMARY, AND

AMENDMENT IN REPLY TO ACTION OF JUNE 9, 2011

Please amend the above-identified application as follows:

CERTIFICATE OF MAILING BY EFS-WEB FILING

I hereby certify that this paper was filed with the Patent and Trademark Office using the EFS-WEB system on this date: October 7, 2011